

PRELIMINARY EVENT GUIDE

WHEN SECONDS COUNT



TAK RESPONSE™

TAK-Response Conference & Exhibition

September 14 - 16, 2010 • San Jose Convention Center • San Jose, CA.

www.takresponse.com

Owned and Produced by:



Invitation to Attend

Dear First Responders:

As a first responder to emergencies and disasters of all scopes, seconds can mean the difference between life and death. It is in these very crucial seconds where failure or success can quickly be determined by the competency of our training and the preparedness for the situation...and when communication can be key.

Post-9/11, the game has changed in regard to the threats we face and the approach to our response. TAK-Response, northern California's newest event focused on disaster preparedness issues and best practices, launches September 14-16, 2010, at the San Jose Convention Center in San Jose, California. We invite you to take part in this unprecedented event designed to bring together the agencies and organizations of first response for real-time, threat-based training. Our mission is to provide first responders with life-saving information, as well as offer a dynamic platform where key organizations can come together to discuss tactical preparations for current and future threats. TAK-Response is about bridging communications, fostering a unified approach to disaster response, and ensuring that the front line of a disaster is not the learning ground for determining effective coordinated response methods.

Join more than 1,000 members of law enforcement, fire service, EMS/medical, Homeland Security, and other disaster response communities for insightful and relevant discussions about challenges and issues surrounding tactical preparedness for potential catastrophic situations.

At TAK-Response, you'll have the opportunity to cultivate interagency relationships, make new connections, and learn from agency leaders about the latest in response tactics and projections about the future. In addition, TAK-Response is approved for the delivery of up to 16 hours of continuing education (including the pre-conference workshop), plus qualifies for reimbursement from various government programs.

Showcasing the latest advancements in first responder technologies, the TAK-Response exhibition will provide you with face-to-face opportunities to talk with vendors and suppliers of the newest equipment, products, and services in the public safety field. Plan to develop connections while networking with the dozens of leading companies featuring the latest in technologies, trends, and advancements.

On behalf of the TAK-Response management team and advisory board, we welcome you to be a part of this premier event and look forward to seeing you in September.



Respectfully,
Eric J. Schlett

A handwritten signature in black ink, appearing to read 'Eric J. Schlett'.

TAK-Response Executive Director, Vice President & Group Publisher, Fire Engineering



Dear Colleagues:

Please accept my invitation to find out more about the inaugural TAK-Response Conference and Exhibition. From September 14 through 16, 2010, disaster preparation, medical care, and emergency response personnel will meet at the San Jose McEnery Convention Center to collectively address natural and human-caused hazards and emerging threats to our communities.

TAK-Response provides the forum and the resources to build new relationships to further our overarching mission of protecting the people that rely upon us. Many of you have been strong supporters of interdisciplinary cooperation during mitigation, preparedness, response, and recovery operations. TAK-Response will accelerate your efforts by raising your awareness of resources available at the local, state and federal levels, including non-governmental organizations.

The content of TAK-Response is worth travelling for, even from out of state. The added benefit of our Northern California venue is that we now have a conference that is easily accessed by road or by air, saving our participants significant travel expense. The management team of TAK-Response has worked diligently with various agencies to provide courses that can be reimbursed through sources such as POST, BRN, and EMS continuing education credits. The combination of a local venue and the potential for reimbursement make this conference a value that accommodates the current state of our budgets.

TAK-Response's "All Hazards" educational model was developed by active trainers to provide responders with today's skills and insights to effectively perform in an environment that has never been more complicated. As the name implies, TAK-Response is geared toward tactical and survival skills for those that are hands-on, whether you are in the streets, an emergency room, or in an office. We have also developed a multi-discipline, Executive Level pre-conference Summit that will absolutely broaden your awareness of what we are facing in the world today.

It is imperative that our activities to protect the public do not occur in a vacuum. Whether you force doors, cut roofs, put hands on patients, write plans, or develop codes, there is information for you at TAK-Response. The exhibition hall will provide you with a look at tools and technology you may have not yet considered for your discipline. This is an opportunity to build the "interoperability" so often referred to, but as you know, interoperability starts with a relationship...it can't occur through technology alone.

On behalf of the TAK-Response planning team and fellow co-chair, Contra Costa County Sheriff Warren E. Rupf, I invite you to build new relationships and knowledge at an event that will unite emergency response, health care, and disaster management professionals. Please join us in San Jose, a city I'm very proud of, at the San Jose McEnery Convention Center from September 14 through 16, 2010, to attend a whole new type of conference.



Respectfully,
Gerald Kohlmann

A handwritten signature in cursive script, appearing to read "Gerald Kohlmann".

Conference Co-chair, TAK-Response 2010

Table of Contents

Conference Information	5
Step-by-Step Guide for Planning Your Trip	6
Schedule at-a-Glance	7
Advisory Boards	8
TAK-Response Sponsors & Supporting Associations	9
Networking Opportunities	10-11
Conference at-a-Glance	12-13
Pre-Conference Workshop	14-15
Conference Sessions	16-21
Exhibition	22
Sponsorships	23
Exhibitor List	24
Floor Plan	25
Registration Form	26
Hotel Registration Form	27
Event Contacts	Back Cover

3 Easy Ways to Register to Attend

1. Online at
www.takresponse.com

2. FAX to 918.831.9161
Toll-free (US only)
888.299.8057

3. MAIL to TAK-Response
Conference and Exhibition
Registration
PO BOX 973059
Dallas, TX 75397-3059



Conference Information

**Please join us for the inaugural TAK-Response Conference and Exhibition
September 14 – 16, 2010, at the San Jose Convention Center in San Jose, California.**

We at TAK-Response are very excited to offer a comprehensive training program to bring together first responder agencies to train for potential catastrophic events. In this post 9/11 era, the need for communication and coordination among first responder agencies is critical. This inaugural TAK-Response Conference and Exhibition will answer the call and unite first responders within EMS, Fire, Law Enforcement, Disaster, Homeland Security, Emergency Nursing, and Public Health to train for the most critical situations.

Educational Credit & Grant Reimbursement

TAK-Response is approved for the delivery of up to 16 hours continuing education (including the pre-conference workshop) within the following classifications: POST, EMS, & BRN.

TAK-Response qualifies for reimbursement from State Homeland Security Grant Program (SHSGP), Urban Area Security Initiative (UASI), and Metropolitan Medical Response System (MMRS) grant funds. Additionally, Law Enforcement Terrorism Prevention (LETP) funds can be utilized by Law Enforcement personnel to attend. Contact your training department to see if these reimbursements are available to you.

YOU should attend TAK-Response if you're affiliated with

- Anti-terrorism and Homeland Security
- Business Continuance
- Coroners
- Emergency Medical Services
- Emergency Nursing
- Emergency Response Teams/Disaster Response Teams
- EOC Staff
- Fire Service
- Industrial Fire Protection and Security
- Law Enforcement
- Medical, Public Safety, and Security Educators
- Military
- Public Health
- Telecommunicators

Why Attend?

- Acquire up to 16 hours continuing education credits (including the pre-conference workshop)
- Cultivate interagency relationships with an expected 1,000 first responders
- Make new connections
- Fill in the gaps in your emergency preparedness plans
- Learn from agency leaders new life-preserving tactics used in responding to 21st century threats
- Find new products and services from some of the world's leading companies to help prepare first responders for potential disasters
- Join other first responder communities and share new ideas, technologies, and best practices

Step-by-Step Guide for Planning Your Trip

Plan your visit to TAK-Response now by following these easy steps.

Step 1: Select Your Registration Type.

- **Individual Full Conference \$200**
Includes access to all Conference Sessions, Access to the Exhibit Hall, and Coffee Breaks in Exhibit Hall
- **Association Full Conference \$175**
Includes access to all Conference Sessions, Access to the Exhibit Hall, and Coffee Breaks in Exhibit Hall (Association source code required. Please contact your association for source code.)
- **Exhibitor Full Conference \$175**
Includes access to all Conference Sessions, Access to the Exhibit Hall, and Coffee Breaks in Exhibit Hall. Also includes Exhibit move-in and move-out and one hour prior to exhibit hall opening each day
- **Single Day Registration \$125**
Includes access to all Conference Sessions, Access to the Exhibit Hall, and Coffee Breaks in Exhibit Hall for the day registered.
- **Exhibition Visitor \$15**
Includes access to Exhibit Hall

Step 2: Select Pre-Conference Executive Summit if You Would Like to Attend.

- **Pre-Conference Executive Summit \$75**
Includes access to the full-day Pre-Conference Executive Summit on Tuesday, September 14.

Step 3: Choose from 3 Easy Ways to Register for TAK-Response.

Online: www.takresponse.com
Fax: 918.831.9161 (registration form in the back of this brochure)
Mail: TAK-Response Conference and Exhibition Registration
PO Box 973059
Dallas, TX 75397-3059

Step 4: Book Your Hotel Room.

To make your hotel reservation, contact Preferred Convention Services (PCS), the official TAK-Response housing company. In order to obtain all the benefits of staying within the Official Event Hotels, DO NOT contact the hotels directly. Discounted rates are available only through the PCS office. The Hotel Reservation Form is in the back of this brochure. You may book your reservation any of the following ways:

Phone: 888.472.7462 (toll free) or 310.235.2647
Fax: 310.235.2648
Email: reservations@preferred1.com
Mail: TAK-Response Conference & Exhibition
1990 East Grand Avenue, Ste. 150
El Segundo, CA 90245

Schedule at-a-Glance

TAK-Response Conference & Exhibition

Monday, September 13, 2010

Exhibitor Move-In 3:00 PM - 7:00 PM

Tuesday, September 14, 2010

Registration 7:30 AM - 6:30 PM

Exhibitor Move-In 8:00 AM - 2:00 PM

3-C Executive Pre-Conference Summit 8:00 AM - 5:00 PM

Exhibit Hall Open 4:30 PM - 6:30 PM

Opening Reception in Exhibit Hall 4:30 PM - 6:30 PM

Wednesday, September 15, 2010

Registration 7:30 AM - 5:00 PM

Opening Ceremony & Keynote 8:30 AM - 10:00 AM

Exhibit Hall Open 10:00 AM - 3:30 PM

Break – Exhibit Hall 10:00 AM - 10:30 AM

Blended Track Session 10:30 AM - 11:30 AM

Networking in Exhibit Hall 11:30 AM - 1:00 PM

Break-Out Track Sessions 1:30 PM - 3:00 PM

Break – Exhibit Hall 3:00 PM - 3:30 PM

Break-Out Track Sessions 3:30 PM - 4:30 PM

Blended Track Session 4:30 PM - 5:30 PM

Thursday, September 16, 2010

Registration 8:00 AM - 2:30 PM

Blended Track Session 8:30 AM - 10:00 AM

Exhibit Hall Open 10:00 AM - 2:00 PM

Break – Exhibit Hall 10:00 AM - 10:30 AM

Break-Out Track Sessions 10:30 AM - 12:30 PM

Networking in Exhibit Hall 12:30 AM - 1:30 PM

Break-Out Track Sessions 1:30 PM - 2:30 PM

Break – Sessions Foyer 2:30 PM - 3:00 PM

Break-Out Track Sessions 3:00 PM - 4:00 PM

Blended Track Session 4:00 PM - 5:00 PM

Concessions open in exhibit hall.

Advisory Boards

TAK-Response Executive Advisory Board

Gerry Kohlmann	Fire Chief, Ret., TAK-Response Conference Chairman
Warren E. Rupf	Sheriff, Contra Costa County Office of the Sheriff, TAK-Response Conference Co-Chairman
Bobby Halton	Fire Chief, Ret., TAK-Response Conference Founder
Don Gulla	Sergeant, Kings County Sheriff's Department, TAK-Response Law Enforcement Director
Art Hsieh	CEO, San Francisco Paramedic Association, TAK-Response EMS Director
Richard Hughbank	MA, CEO, Extreme Terrorism Consulting, TAK-Response Homeland Security Director
Harvey Kayman	MD, MPH, PHMO III, TAK-Response Public Health Director
Lisa Larres	Chief Disaster Officer, Los Angeles County Public Health Agency, TAK-Response Disaster Director
Todd McNeal	Captain, City of Sonora Fire Department, TAK-Response Wildland Firefighting Director
Joey Rubio	CEO, CQB City, TAK-Response Special Operations Director
Conrad Salinas	MD, ED, Director of Loma Linda Veterans Memorial Hospital, TAK-Response Medical Director
Jeff Seaton	Fire Engineer, Trainer with Lee & Associates, TAK-Response Firefighting Director
Wayne Womack	SBFD, TAK-Response Conference Manager

TAK-Response Associate Advisory Board

Bob Atlas	Fire Captain, CEO, Public Safety Training Group
Sam Bradley	EMT-P, CQI Consultant
Michael H. Corcoran	Ph.D., President, Henley-Putnam University
Brian Helmick	Fire Battalion Chief, Public Safety Training Group
Greg Kennedy	RN, CQI Director, REACH Air
Carl Kustin	Fire Captain, Lee & Associates
Marianne Miller	Program Coordinator, South Bay Regional Public Safety Training
Gail Porto	MSN, Educator
Matt Powers	RN, Battalion Chief
Mark Roberts	Fire Engineer, President, SCCBFA
Joey Rubio	CEO, CQB City



TAK-Response Sponsors & Supporting Associations

Sponsors

Blended Track Sponsors:



Attendee Bag Sponsor:



Registration Sponsor:



Supporting Associations



Networking Opportunities

Opening Reception

Tuesday, September 14, 2010

4:30 pm – 6:30 pm

Admission is free for TAK-Response attendees.

Join us as we kick off TAK-Response 2010 with a reception on the exhibit floor. Enjoy hors d'oeuvres and drinks while networking with colleagues and exhibitors.

Opening Ceremony/Keynote

Wednesday, September 15, 2010

8:30 am – 10:00 am

The TAK-Response Conference and Exhibition will commence with an opening ceremony where we will pay tribute to the men and women who put their lives on the line to ensure the safety of our citizens. This year's moving presentation will include bagpipers, the presentation of the colors, the National Anthem and an invocation.



The keynote session will be delivered by Chief (Ret.) Bobby Halton, Editor in Chief, *Fire Engineering*. Mr. Halton's presentation is titled, "It Takes a Team: Multilateral Approaches to 21st-Century Threats." This session will focus on the benefits of strong and well-established relationships and understanding the various roles and resources of the public and private safety agencies responsible for protecting and defending their citizens during critical incidents.



Exhibit Floor Networking

Make your way to the exhibit booths to learn about the latest in tactical offerings. Meet with exhibitors and visit with colleagues in our networking area. Coffee is provided during morning breaks and concessions will be open for your convenience during exhibit hours.



Conference at-a-Glance

Tuesday, September 14, 2010 3-C Executive Pre-Conference Summit	
7:30 am - 6:30 pm	Registration
7:30 am - 8:00 am	Continental Breakfast
8:00 am - 8:30 am	Opening Comments
8:30 am - 9:00 am	The Power of Cooperative Pre-incident Relationships – Sheriff Warren E. Rupf, Contra Costa County Office of the Sheriff
9:00 am - 10:00 am	The Disaster within the Disaster: When Government Agencies Fail or Fail to Work Together – Fire Chief Harold Schapelhouman, Menlo Park Fire Protection District (CA-TF3)
10:00 am - 10:30 am	Break
10:30 am - 11:30 am	Ethical Considerations in Resource Management – Harvey Kayman, MD, MPH, California Department of Public Health
11:30 am - 1:00 pm	Break for Lunch
1:00 pm - 2:00 pm	International and Domestic Terrorism: Impact on First Responders – Keith Harper and Randy Cook, Counter Threat Institute International (CTI)
2:00 pm - 2:45 pm	Using HSEEP - Compliant Exercises to Develop and Evaluate Emergency Services' Capabilities Michael Petrie, Director, UC Berkeley CIDER Emergency Management Sciences
2:45 pm - 3:00 pm	Break
3:00 pm - 4:00 pm	Education is Important, But Why an Advanced Degree? – Michael Corcoran, Ph.D., President, Henley-Putnam University, San Jose, CA
4:00 pm - 5:00 pm	Employees at Risk, or Risky Employees? – Christopher J. Carroll, SSA, FBI San Francisco Division
4:30 pm - 6:30 pm	Exhibit Hall Open
4:30 pm - 6:30 pm	Opening Reception in Exhibit Hall

TRACK	Tactical EMS/Medical/ Nursing	Tactical Disaster & Homeland Security	Tactical Fire	Tactical Law Enforcement
Wednesday, September 15, 2010				
7:30 am - 5:00 pm	Registration			
8:30 am - 9:00 am	Opening Ceremony			
9:00 am - 10:00 am	Keynote Session: It Takes a Team: Multilateral Approaches to 21st Century Threats – Keynote: Chief (Ret.) Bobby Halton, Editor in Chief, <i>Fire Engineering</i>			
10:00 am - 3:30 pm	Exhibit Hall Open			
10:00 am - 10:30 am	Break in Exhibit Hall			
10:30 am - 11:30 am	Blended Session: "The Tale of a Survivor" – Fire Captain Jeff Helvin, Sacramento City Fire Department			
11:30 am - 1:00 pm	Networking in Exhibit Hall			
1:00 pm - 2:00 pm	Trauma Care: State of the Art Angelo Salvucci, MD, FACEP Santa Barbara, CA	First-In: Survival for California Disaster Scenes Captain Carl Levon Kustin, City of San Mateo (CA) Fire Department	Forcible Entry "When Every Second Counts" Fire Captain Glen McGuire, San Jose Fire Department	Review of the Lakewood Police Department Massacre Sergeant Jim Detrick (Ret.), Auburn Police Department
2:00 pm - 3:00 pm	Bridging the Workforce: Understanding Our Ever-changing Generations Matthew F. Powers, EMS Chief, North County Fire Authority/ Emergency Nurses Association	U.S. Special Forces: Roles in Mitigating the Terrorism Threat Back Home David P. Mitchell, Emergency Management Specialist, Extreme Terrorism Consulting	Vent for Life Captain Rick Hudson, Sacramento City (CA) Fire Department	Taser® & Handgun Retention Robert K. Bardsley, Patrol/ School Resource Officer, King County Sheriff Department
3:00 pm - 3:30 pm	Break			
3:30 pm - 4:30 pm	Treating an Open Chest Wound and Needle Decompression: When to do it? Greg Kennedy, RN, EMS Coordinator, Contra Costa County Fire Protection District	Lessons Learned from the Debris Piles of Past Disaster Events John Brenner, Rescue Captain, Sacramento City (CA) Fire Department	Read and React: Calling the Mayday Firefighter Mark Von Appen, Palo Alto (CA) Fire Department and Captain Jake Pelk, Central County (CA) Fire Department	Edged Weapons and Patrol Carry Knives Sergeant Don J. Gulla and Detective Gary Drake, Gulla's Arresting
4:30 pm - 5:30 pm	Blended Session: Chatsworth Metrolink vs. Freight Train Disaster – Thomas Somers, Captain, Los Angeles, CA FD			

TRACK	Tactical EMS/Medical/ Nursing	Tactical Disaster & Homeland Security	Tactical Fire	Tactical Law Enforcement
Thursday, September 16, 2010				
8:00 am - 3:00 pm	Registration			
8:30 am - 10:00 am	Blended Session: Tactical Considerations to Terror Response – Aaron Richman, Advisor, Israel Defense Forces; Director, Institute of Terrorism Research and Response			
10:00 am - 2:00 pm	Exhibit Hall Open			
10:00 am - 10:30 am	Break in Exhibit Hall			
10:30 am - 11:30 am	Cardiac Resuscitation Redux Andy Swartzell, RN, BSN, CCRN, Captain San Ramon Valley Fire Protection	First Attack Persons Trapped Captain Robert Leonard, San Jose Fire Department		Suicide Bomber Interdiction Aaron Richman, Advisor, Israel Defense Forces; Director, Institute of Terrorism Research and Response
11:30 am - 12:30 pm	Development and Implementation of Sane EMS Systems Daniel Gerard, EMS Coordinator, Alameda (CA) Fire Department	The Active Shooter Response and Life or Death Rapid Fire Interdiction Joe Bierly, Lt Col (Ret.), USMC; President, Counterterrorism Training and Consulting Inc.	Success with Less: Tips and Tricks for Staying Safe on Today's Fireground Captain Michael Taylor, West Sacramento (CA) Fire Department	Survival Speed Drills Corporal Ryan Spurling, Washington State Patrol
12:30 pm - 1:30 pm	Networking in Exhibit Hall			
1:30 pm - 2:30 pm	It's Primary: Rapid Identification and Management of the Critical Patient Art Hsieh, NREMT-P MA, CEO San Francisco Paramedic Association	Asymmetrical Warfare: Planning for the Unknown Attack Richard J. Hughbank, Major (Ret.), US Army; President, Extreme Terrorism Consulting	Calming the Chaos Battalion Chief Anthony Kastros, Sacramento Metropolitan (CA) Fire Department	Officer Rescue and Rapid Trauma Tx in Hot Zones Deputy Tim McClung, King County Sheriff's Office/Special Operations Division
2:30 pm - 3:00 pm	Break in Sessions Foyer			
3:00 pm - 4:00 pm	Confined Space Combat; Fighting for Survival Detective Gary Drake, Gulla's Arrestling			
	Blended Session: Response to Mass Fatality Incidences: Who Owns the Dead? Jim Crabtree, RN, BSN, MICN, Los Angeles County EMS Agency			
4:00 pm - 5:00 pm	Blended Session: Response to Commando-Style Terrorist Attacks Joe Bierly, Lt Col (Ret.), USMC; President, Counterterrorism Training and Consulting Inc.			

All sessions open to all paid attendees.

Registration Hours:

Tuesday 7:30 am - 6:30 pm
Wednesday 7:30 am - 5:00 pm
Thursday 8:00 am - 2:30 pm

Exhibit Hours:

Tuesday 4:30 pm - 6:30 pm
Wednesday 10:00 am - 3:30 pm
Thursday 10:00 am - 2:00 pm



Pre-Conference Workshop

3-C Executive Summit

Tuesday, September 14, 2010

8:00 am – 5:00 pm

The cost to register is \$75 and includes continental breakfast.

The TAK-Response conference has been constructed to meet the tactical needs of first responders from many disciplines. The 3-C Summit: Managing Catastrophe is focused on executive level awareness and pre-incident preparation to coordinate operations during a catastrophic incident, whether the result of terrorism, accident, or natural causes.

The 3-C Summit (“Command, Control and Communication”) will showcase successes in interagency and interdiscipline coordination during disasters, recommendations to effectively prepare for using unfamiliar resources; and raise the awareness of situations in our own workforce we may have never considered. Our distinguished presenters will share experiences and personal thoughts from their perspective; whether it is mitigating, planning, preparing for, or responding to large-scale incidents.

In one day, you will hear presenters from local, state, and federal levels of government; Public Health, Law Enforcement, Fire Service, Military, and Academia. All speakers have acquired significant experience in multiple roles and environments.

There are common circumstances where gathered intelligence is successfully shared between various agencies, but the instances when the sharing of important information does not occur effectively continue to be highlighted in the media. Knowing and networking with participants of the 3-C Summit can build new bridges to successful collaboration.

3-C Summit presenters will provide you with information to help shape the ongoing training and preparation of your personnel. Regardless of the threat, the type of hazard, or speed of onset, the people that work for your agency will begin each response using their “street skills” developed over a career. It is up to us as managers to keep their training and day-to-day response skills continually evolving in order to recognize and deal with 21st century threats.

We will also explore the possibility that you may have someone in your organization with the potential to undermine the efforts of your agency, or even compromise the safety of your personnel.

The day will move very fast, won’t be without conflicting opinions, and will launch new conversations, awareness and relationships.



3-C Executive Summit

Tuesday, September 14, 2010

8:30 AM - 9:00 AM

The Power of Cooperative Preincident Relationships

Sheriff Warren Rupf, Contra Costa (CA) County

This segment of the program is introductory only (commonly referred to as the motivational phase of a lesson plan) and sets the stage for the rest of the day, which will help attendees build knowledge about homeland security/terrorism threats, interdiction resources (law enforcement), and intervention/response (“all hands”). What we do in the street every day (survival skills) will make us more effective when a terrorism event occurs.

9:00 AM - 10:00 AM

The Disaster within the Disaster: When Government Agencies Fail or Fail to Work Together

Chief Harold Schapelhouman, Menlo Park (CA) Fire Protection District – see below

When disaster strikes, local, state, and federal governmental and nongovernmental agencies need to work together quickly to establish a plan, solve complex problems, and provide for the common good. But, what happens when those efforts fail or agencies become ineffective and perform as competitors instead of as collaborators? Egos and inexperience get in the way, paving the way for additional suffering and deaths. The class examines catastrophic events and presents examples of failures and successes showing how planning, preparedness, and training make the difference.

10:30 AM - 11:30 AM

Ethical Considerations in Resource Management

Harvey Kayman, MD, MPH, California Department of Public Health

Capable emergency commanders incorporate huge amounts of data, ignore irrelevancies, integrate essentials, make crucial decisions under pressure, and take action. Some criticize with “perfect” hindsight, referencing “ethical” principles. The knowledge of ethical principles gained from this presentation will help detractors comprehend.

1:00 PM - 2:00 PM

International and Domestic Terrorism: Impact on First Responders

Keith Harper and Randy Cook, Counter Threat Institute (CTI) International

Do you think that terrorism occurs in “other places”? This Roundtable will change your view of where terrorists are operating, which may be closer to home than you think. The panelists, who represent decades of federal and local law enforcement and military intelligence experience, will review elements of religious extremism and walk through three terrorism cases with direct ties to the San Francisco Bay Area. An interactive session between the panelists and the audience follows the discussions.

2:00 PM - 2:45 PM

Using HSEEP-Compliant Exercises to Develop and Evaluate Emergency Services' Capabilities

Michael Petrie, Director, UC Berkeley CIDER Emergency Management Sciences

Here are tools to select the best exercise for your organization's needs, to understand problems associated with improper exercise selection and design, and how such improper selection can suggest capabilities that do not exist. Learn about the types of exercises contained in the US Department of Homeland Security's Homeland Security Exercise and Evaluation Program (HSEEP). Understand the use of input, process, output evaluation measures to evaluate high-stakes/low-frequency capabilities and to select the most cost-effective and appropriate exercise to use to develop or verify a capability.

3:00 PM - 4:00 PM

Education Is Important, But Why an Advanced Degree?

Michael Corcoran, Ph.D., President, Henley-Putnam University, San Jose, CA

Attendees will learn the value of education in their specific arena and how education bridges the gap between local, state, and federal organizations. Educating others in your specific expertise fosters lasting and productive relationships across all disciplines.

4:00 PM - 5:00 PM

Employees at Risk, or Risky Employees?

Christopher J. Carroll, SSA, FBI San Francisco Division

Changes are occurring in the workforce of private and public sector employers. There is a move to place gang members, including outlaw biker gang members, into “mainstream” employment. Public sector agencies may now be unknowingly hiring employees counter to their agency's mission and who are possibly a threat to the community and their co-workers. Hear about examples of risky employees and strategies to screen them out of your organization.

Conference Sessions

Tactical EMS/Medical/Nursing

Wednesday, September 15, 2010

- 1:00 PM - 2:00 PM** **Trauma Care: State of the Art**
Angelo Salvucci, MD, FACEP, Santa Barbara, CA
Managing the critical trauma patient has evolved significantly in the past 50 years. Dr. Salvucci presents and explains developments in trauma management, dispelling urban myths and reinforcing the research in this key area of practice.
- 2:00 PM - 3:00 PM** **Bridging the Workforce: Understanding Our Ever-Changing Generations**
Matthew F. Powers, EMS Chief, North County Fire Authority/Emergency Nurses Association
Participants will be able to name the four different generations in today's workforce and identify factors that affect our generational differences and the qualities and liabilities of our generations. Then they will learn how to interact with each generation.
- 3:30 PM - 4:30 PM** **Treating an Open Chest Wound and Needle Decompression: When to do it?**
Greg Kennedy, RN, EMS Coordinator, Contra Costa County Fire Protection District
Pathophysiology, signs, symptoms, how to check and treat open chest wounds will be covered. Also, Tension Pneumothorax will be addressed: What it is, how it happens, signs, symptoms, treatment, and when to do a Needle Decompression.

Thursday, September 16, 2010

- 10:30 AM - 11:30 AM** **Cardiac Resuscitation Redux**
Captain Andy Swartzell, San Ramon Valley (CA) Fire Protection District
New prehospital procedures and novel technology have increased a patient's chance of survival to hospital discharge. However, despite recent advances, without continued research and a greater adoption of measures to help preserve brain function following ROSC, many patients will continue to be lost. This course will discuss out-of-hospital cardiac arrest (OOHCA) survival rates treated by emergency medical services in the United States; recent advances in research, technology, and procedures to improve prehospital return of spontaneous circulation (ROSC) rates in OOHCA; and the role and impact of therapeutic hypothermia for cardiac arrest patients.
- 11:30 AM - 12:30 PM** **Development and Implementation of Sane EMS Systems**
Daniel Gerard, EMS Coordinator, Alameda (CA) Fire Department
EMS systems have developed in a myriad of fashions, some with deliberate thought and others in a haphazard manner. With many different deployment and response models, the challenges are endless. Everyone is looking to cut budgets and reduce overhead, yet we are faced with challenges such as whether to provide ALS or BLS first response and what new equipment and new medications to buy. This presentation explores common misconceptions of EMS service delivery and provides managers and chief officers with greater insight into making key decisions for their organizations.
- 1:30 PM - 2:30 PM** **It's Primary: Rapid Identification & Management of the Critical Patient**
Art Hsieh, CEO, San Francisco Paramedic Association
EMS providers are trained to identify and manage immediate life threats. However many of the signs and symptoms of a critical injury or illness can be subtle, escaping even the trained observer's eye at first glance. This session will describe certain techniques and concepts to help the EMS provider better identify the patient at risk for sudden collapse.

Tactical Disaster & Homeland Security

Wednesday, September 15, 2010

1:00 PM - 2:00 PM

First-In: Survival for California Disaster Scenes

Captain Carl Levon Kustin, City of San Mateo (CA) Fire Department

This course is geared for all first responders who would participate in field operations at a disaster site. It will help participants understand how to identify potential hazards and mitigation options and will also discuss personal protective equipment/system options and training programs that can help to realistically prepare field personnel for the special challenges associated with "First-In" disaster response.

2:00 PM - 3:00 PM

US Special Forces: Roles in Mitigating the Terrorism Threat Back Home

David P. Mitchell, Emergency Management Specialist, Extreme Terrorism Consulting

Learn what Special Ops can and can't do by law, neutralizing threats abroad and what that means on the street, the information system, information flow to you, using classified information in an unclassified world, actionable information, and using lessons learned.

3:30 PM - 4:30 PM

Lessons Learned from the Debris Piles of Past Disasters

John Brenner, City of Sacramento (CA) Fire Department

This course will look at the challenges and experiences of major collapse incidents and common lessons learned that apply to almost every major collapse disaster. It will also look at the operational lessons learned firsthand from man-made and natural collapse incidents. This class is for all public safety personnel. The lessons learned on the pile will better prepare you as a rescuer and a rescue manager.

Thursday, September 16, 2010

11:30 AM - 12:30 PM

The Active Shooter Response and Life or Death Rapid Fire Interdiction

Joe Bierly, Lt Col (Ret.), USMC; President, Counterterrorism Training and Consulting Inc.

What has changed in terms of active shooter response since the VA Tech shootings, and what are the implications for training and SWAT selection? Learn the importance of the time factor when it comes to responding to an active shooter incident and the OODA loop as a planning factor.

1:30 PM - 2:30 PM

Asymmetrical Warfare: Planning for the Unknown Attack

Richard J. Hughbank, Major (Ret.), US Army; President, Extreme Terrorism Consulting

This course will increase your knowledge and understanding of the various asymmetrical terrorist threats to national security and help you gain a conceptual and experiential grounding in the complex environment, multiple challenges, and potential interdependent nature of threats facing the United States. Improve your ability to identify, critically analyze, and forcefully articulate threats to the United States.



Conference Sessions

Tactical Fire

Wednesday, September 15, 2010

1:00 PM - 2:00 PM

Forcible Entry “When Every Second Counts”

Captain Glen McGuire, San Jose (CA) Fire Department

This course is designed to show quick and efficient methods of gaining access through a number of different types of vertical surfaces. Techniques include using the traditional irons as well as a variety of tools to get through today's new and challenging forms of resistance.

2:00 PM - 3:00 PM

Vent for Life

Captain Rick Hudson, Sacramento City (CA) Fire Department

A review of concepts for prioritizing the first-due arriving companies' tactical needs for ventilation, specifically for life-saving searches, will be targeted around arrival assignments and crew riding positions. Brief case studies are presented along with a group discussion forum.

3:30 PM - 4:30 PM

Read and React: Calling the Mayday

Firefighter Mark Von Appen, Palo Alto (CA) Fire Department and Captain Jake Pelk, Central County (CA) Fire Department

Learn how to identify Mayday situations and relay your needs through interactive classroom and hands-on, scenario-based training. Firefighters are confronted with Mayday situations that challenge higher thinking and are required to execute survival and communication skills with a high degree of accuracy. From the recruit to the veteran, all firefighters must be able to read and react to hostile situations and communicate effectively. The fireground is cruel and unforgiving—learn to read and react, because you only get one chance.

Thursday, September 16, 2010

10:30 AM - 11:30 AM

First Attack Persons Trapped

Captain Robert Leonard, San Jose (CA) Fire Department

The modern day fireground is extremely dynamic and is becoming ever more challenging for command officers to coordinate and manage while firefighters safely and effectively complete necessary tasks. Engine company operations are the backbone of any successful fireground operation. Without hoselines in position, other tasks are subject to failure.

11:30 AM - 12:30 PM

Success with Less: Tips and Tricks for Staying Safe on Today's Fireground

Captain Michael Taylor, West Sacramento (CA) Fire Department

This lecture is designed to give you the nuggets you need for successful fireground operations when you feel limited by staffing or response. Choosing the proper nozzles, forcible entry tools, and apparatus setup will help you achieve your goals. Learn how to hone your skills so one firefighter can do more with less. This course is ideal for all ranks to be successful. Structure fires do not care about staffing, but firefighters care about structure fires.

1:30 PM - 2:30 PM

Calming the Chaos

Battalion Chief Anthony Kastros, Sacramento Metropolitan (CA) Fire Department

Today's fireground should be a calm and orchestrated event, but often it is not. Fewer fires, mass attrition, and little or no command training have created an era in today's fire service where the simple “bread and butter” house fire is a sentinel event. Radio traffic is unclear, and basic mistakes are made on a regular basis. Don't believe the lie that you cannot prepare for the test and the job at the same time. The military, airlines, and NASA do it, and it's about time the fire service did! These high-risk fields have relied on simulations for years. Simulation software should not just be used at test time; it's a great tool to make great fireground officers. Students will review radio traffic and video of actual incidents. Simulation software will be used to size up and organize residential fire incidents.

Tactical Law Enforcement

Wednesday, September 15, 2010

1:00 PM - 2:00 PM

Review of the Lakewood Police Department Massacre

Sergeant Jim Detrick (Ret.), Auburn Police Department

A one-hour debrief into the tragic events of November 29, 2009, when Sgt. Mark Renninger and Officers Ronald Owens, Tina Griswold, and Greg Richards were gunned down in a Lakewood Coffee Shop. Also covered are the two-day manhunt and the killing of suspect Maurice Clemmons.

2:00 PM - 3:00 PM

Taser® and Handgun Retention

Robert K. Bardsley, Patrol/School Resource Officer, King County Sheriff Department

Many officers now carry both Tasers® and handguns. Defending one is hard enough, but how do you protect both during an assault? This hands-on course will teach students how to defend their holstered Tasers®/handguns. These are zero-distance techniques designed to work in extreme close quarters.

3:30 PM - 4:30 PM

Edged Weapons and Patrol Carry Knives

Sergeant Don J. Gulla and Detective Gary Drake, Gulla's Arrestling

Learn why and where to carry a patrol knife and the types of knives, as well as weapon retention techniques with the use of a patrol folding knife. This course will use the new SOG Training Folding Knives.

Thursday, September 16, 2010

10:30 AM - 11:30 AM

Suicide Bomber Interdiction

Aaron Richman, Advisor, Israel Defense Forces; Director, Institute of Terrorism Research and Response

Suicide Terrorist Interdiction is an act whose successful execution is demanded by the system the very first time without any experience by the officer involved. Current rules of engagement cannot be used because of lack of a visible weapon and intent. Therefore, there is a demand for a change in the rules of engagement for this threat. The Israeli National Police, in general, and the Jerusalem Police, specifically, have been interdicting and responding to suicide bombing attacks for many years. The tactic of the adversary has adapted to the constant improvement in the counterterror techniques and countermeasures of the Israelis. This lecture will present various case studies by this former captain in the Jerusalem Precinct that address suicide bomber interdiction by security and law enforcement personnel from events inside Israel during the years 1995-2008. The presentation will include suicide bombing case studies relevant to the American emergency response and homeland security community with strong lessons learned.

11:30 AM - 12:30 PM

Survival Speed Drills

Corporal Ryan Spurling, Washington State Patrol

Law enforcement officers will learn to integrate control tactics and firearms skills in a dynamic environment—skills that are crucial to survival. This class allows students multiple repetitions in a constantly moving environment and positional shooting from every angle at all ranges.

1:30 PM - 2:30 PM

Officer Rescue and Rapid Trauma Tx in Hot Zones

Deputy Tim McClung, King County Sheriff's Office/Special Operations Division

This course will provide the awareness you need to train and prepare for the possibility of affecting a traumatically injured officer in a hostile environment. Learn several procedural and equipment options.

Conference Sessions

Blended Sessions

Wednesday, September 15, 2010

10:30 AM - 11:30 AM **The Tale of a Survivor**

Captain Jeff Helvin, Sacramento City (CA) Fire Department

A first-hand account of a flashover that occurred at a structure fire that nearly took the lives of four firefighters. Students will identify the contributing factors, lessons learned, and the changes this incident made in the perspective of the presenter/fire officer. See video from a helmet cam worn by one of the firefighters on-scene and hear the audio of the radio traffic. The events that led to an explosive fire on the first floor while four firefighters were searching on the second floor without being aware of the danger below them will be broken down step by step. Structure type, floor plan, potential hazards for firefighters, the original dispatch, size-up, the decision-making matrix, tactics, communications, using a thermal imaging camera in zero visibility, smoke conditions, and imminent flashover will be covered.

4:30 PM - 5:30 PM **Chatsworth Metrolink vs. Freight Train Disaster**

Captain Thomas Somers, Los Angeles (CA) Fire Department

There are 233,000 miles of railroad track in the United States, with 3,000 accidents per year. Most responders have tracks in their jurisdiction or are part of a mutual-aid plan for such incidents. This case study will stress the need to recognize the situation for what it is and show how preparedness influenced the outcome of this disaster.

Thursday, September 16, 2010

8:30 AM - 10:00 AM **Tactical Considerations to Terror Response**

Aaron Richman, Advisor, Israel Defense Forces; Director, Institute of Terrorism Research and Response

Approximately 90 percent of all terror attacks are thwarted by the Israeli Security Forces prior to detonation. This is due in large part to the integration of intelligence and tactical units in identifying the threat and making early interdiction into the planning phases of the adversary attack. Through many years of lessons learned, hands-on training, and the integration of the tactical units with the other specialty units, the Israel National Police has been transformed into a successful counterterrorism unit.

3:00 PM - 4:00 PM **Confined Space Combat: Fighting for Survival**

Detective Gary Drake, Gulla's Arrestling

This course will teach techniques that are specific to escapes when officers find themselves immobilized whether on the ground, against a wall, or in a corner. Statistics show it is when officers are immobilized that they sustain injuries and lose their weapons.

3:00 PM - 4:00 PM **Response to Mass Fatality Incidences: Who Own the Dead?**

Jim Crabtree, RN, BSN, MICN, Los Angeles County EMS Agency

Learn where ultimate legal authority rests at a death scene and the tasks performed by death scene investigators. Conflicts may develop between fire and coroner responders; learn how to deal with them and psychological stressors that occur at a death scene.

4:00 PM - 5:00 PM **Response to Commando-Style Terrorist Attacks**

Joe Bierly, Lt Col (Ret.), USMC; President, Counterterrorism Training and Consulting Inc.

This course will provide an overview of the attacks in Mumbai in 2006 and similar attack profiles and discuss lessons learned from both friendly and terrorist perspectives. Learn the implications for training and for command and control.



3 Easy Ways to Register to Attend

1. Online at
www.takresponse.com
2. FAX to 918.831.9161
Toll-free (US only)
888.299.8057
3. MAIL to TAK-Response
Conference and Exhibition
Registration
PO BOX 973059
Dallas, TX 75397-3059

Why Exhibit?

With 2010 spending in public safety and homeland security expected to eclipse \$120 billion, there is immense opportunity at the TAK-Response Conference and Exhibition to get in front of purchasing decision-makers in the public safety field. This event attracts visitors serious about finding solutions to prepare for potential disasters. To learn more about this unique opportunity to meet prospective customers who are eager to meet you, call a sales representative today.

Who Attends?

Exhibitors and sponsors at TAK-Response will be exposed to the largest concentration of purchasing decision makers nationwide.

These individuals include:

- Fire Service/Law Enforcement Chief Officers
- EMS Managers/Coordinators
- Captains (Fire & Law)
- Commanders/Team Leaders (DMAT & USAR)
- First Responders
- Homeland Security Agents (all levels)
- Security Directors
- Directors of Public Safety
- Public Health Officers/Staff
- EMS Educators
- ED Nurse Managers
- Disaster Managers
- Hospital Managers
- First Responder Government Representatives
- Military Representatives (all levels)
- Coroners and Deputy Coroners



Who Should Exhibit?

- Suppliers of products, technology, or services used to prepare and outfit first responders including Fire, Police, EMS/Medical, Public Health, Tactical Law, Disaster, and Homeland Security.
- Consultant companies that advise clients on industry standards and trends
- Companies that provide equipment to first responder communities
- Associations and organizations involved with first responder communities

Exhibitors Receive

- Complimentary exhibit floor passes to distribute to your clients and customers
- Two booth staff personnel passes per each 100 sq. ft.
- Listing on the TAK-Response website recognizing your company as a 2010 exhibitor
- 35-word listing in the official TAK-Response show guide
- 8' draped booth backdrop with 3' side dividers (for inline booths)
- Single line exhibitor company identification sign

Cost to Exhibit

- Cost to exhibit is \$12 per sq. ft. from 100-400 sq. ft.
- Cost to exhibit is \$10.75 per sq. ft. from 401 + sq. ft.
- Space starts at 10' x 10' units

For Exhibit and Sponsorship Information, Contact:

Lila Gillespie (A-J)
Exhibition and Sponsorship Sales
973.251.5046
lilag@pennwell.com

Nanci Yulico (K-Z)
Exhibition and Sponsorship Sales
973.251.5056
nancy@pennwell.com

Wayne Womack, SBFD
Conference Manager
949.584.8139
waynew@pennwell.com

Why Sponsor?

**Generate Leads • Drive traffic to your website • Increase sales
Launch new products and services • Stay ahead of your competition**

Achieve Your Marketing Objectives – Be a TAK-Response 2010 Sponsor

Participation of our business partners is key to the success of the TAK-Response mission to prevent loss of life in catastrophic situations. For optimal visibility at TAK-Response, take advantage of a variety of available sponsorship packages.

Book your sponsorships early to incorporate your branding immediately on the TAK-Response Conference and Exhibition print and online marketing materials.

Sponsorship Packages:

- Opening Reception
- Badge Holder Sponsorship
- Registration Sponsorship – SOLD
- Padfolio Sponsorship
- Attendee Bag Sponsorship – SOLD
- Networking Lounge Sponsorship
- Wednesday Coffee Break
- Thursday Coffee Break
- Aisle Sign Sponsorship

TAK-Response Website Sponsorships

www.takresponse.com

First responders and industry decision makers visit www.takresponse.com for updates on the conference and exhibition as well as to read the latest news and information concerning 21st century threats.

- Website Page Peel Sponsor
- Website Premium Leaderboard
- Website Sponsor

TAK-Response Enewsletter Sponsorships

The TAK-Response Report monthly eNewsletter provides first responders with the latest news, analysis, and technology concerning 21st century threats and hazards. Become a sponsor of the TAK-Response Report and feature your products and services to an ever-growing audience of more than 80,000 first responders and industry decision makers.

- Premium Leaderboard & Anchorboard eNewsletter Sponsorship
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Exhibitor List

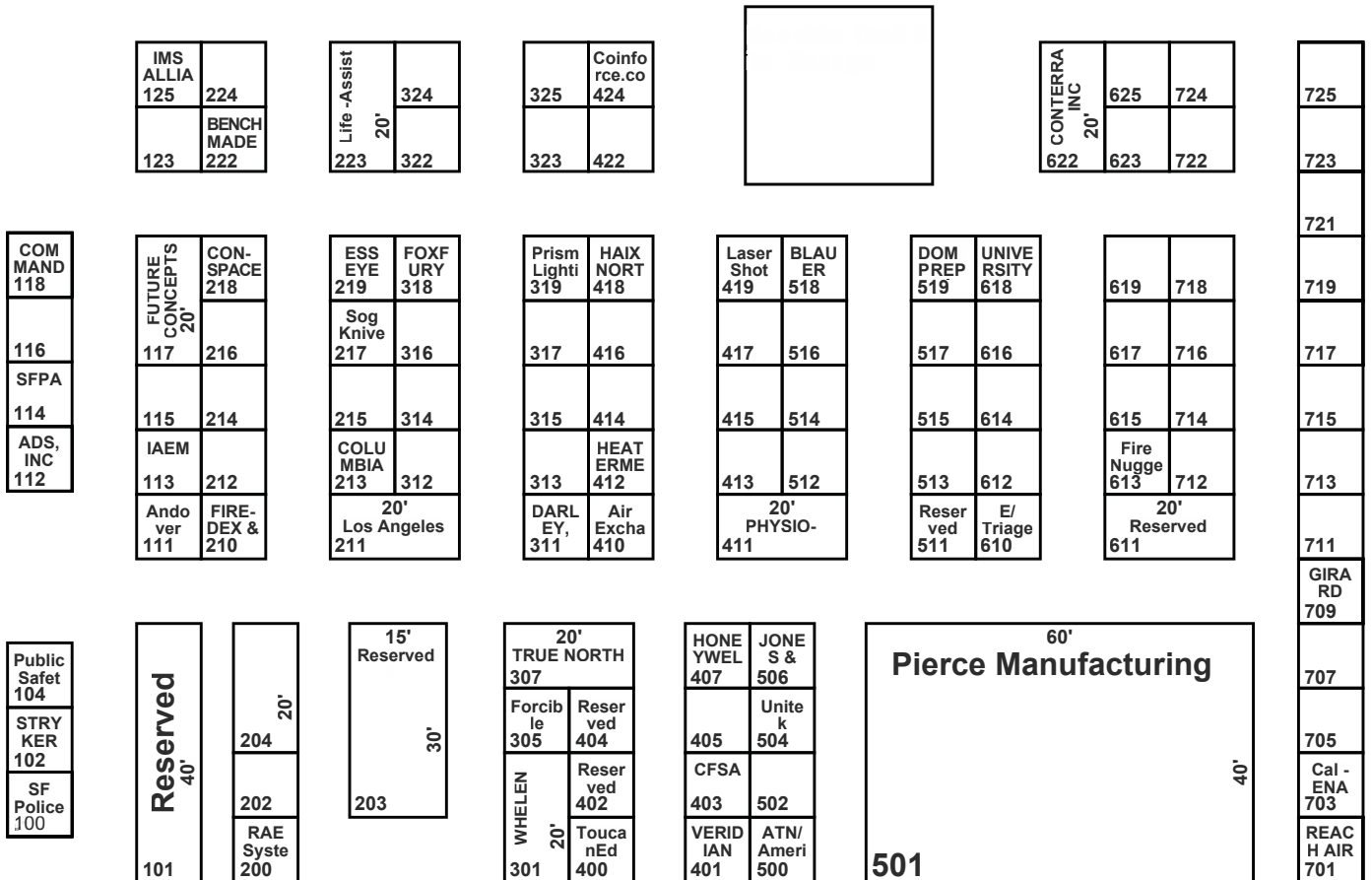
TAK-Response Exhibitors (as of March 12th)

ADS, INC	112
AIR EXCHANGE	410
ANDOVER HEALTHCARE, INC.	111
ATN/AMERICAN TECHNOLOGIES NETWORK CORP.	500
BENCHMADE KNIFE CO	222
BLAUER MFG CO.	518
CALIFORNIA EMERGENCY NURSES ASSOCIATION	703
CALIFORNIA STATE FIREFIGHTERS' ASSOC.	403
COINFORCE.COM	424
COLUMBIA STATE UNIVERSITY	213
COMMANDSIM	118
CON-SPACE	218
CONTERRA INC.	622
DARLEY, W.S.	311
DOMPREP JOURNAL	519
ESS EYE PRO.	219
FIRE-DEX & CHIEFTAIN	210
FIRE NUGGETS	613
FORCIBLE ENTRY	305
FOXFURY PERSONAL LIGHTING SOLUTIONS.	318
FUTURE CONCEPTS	117
GIRARD SYSTEMS	709
HAIX NORTH AMERICA INC.	418
HEATERMEALS, INC.	412
HONEYWELL FIRST RESPONDER PRODUCTS	407
IAEM	113
IMS ALLIANCE	125
JAG MOBILE SOLUTIONS, INC.	203
JONES & BARTLETT LEARNING	506
LASER SHOT	419
LIFE -ASSIST	223
LOS ANGELES FIREMAN'S CREDIT UNION	211
PENNWELL BOOKS	701
PENNWELL CORPORATION	404
PGM TECHNOLOGIES	611
PHYSIO-CONTROL, INC. (A DIVISION OF MEDTRONICS)	411
PIERCE MANUFACTURING	501
PRISM LIGHTING SERVICES	319
PUBLIC SAFETY TRAINING GROUP	104
RAE SYSTEMS	200
REACH AIR MEDICAL SERVICES	701
ROCO RESCUE	402
SAN FRANCISCO PARAMEDIC ASSOCIATION.	114
SF POLICE CREDIT UNION	100
SOG KNIVES	217
SPARTAN CHASSIS, INC.	101
STRYKER EMS	102
TOUCANED	400
TRIAGE LIGHTS SOUTHWEST SYNERGISTIC SOLUTIONS	610
TRUE NORTH GEAR	307
UNITEK EDUCATION	504
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE	618
VERIDIAN LIMITED	401
WHELEN ENGINEERING CO., INC.	301
ZOLL	511

Floor Plan

Food & Beverage Area

Networking Area



2010 Conference Registration Form

Please print:

First Name _____ Last Name _____

Title _____ Organization _____

Address _____

City _____ State _____ Zip _____

Country _____ Postal Code _____

Telephone _____ Fax _____

E-mail _____

Registration confirmations will be sent via e-mail, if a unique e-mail address is provided.

Do you want to receive (continue receiving) FREE issues of the TAK-Response e-newsletter? ☐ Yes ☐ No

TYPE OF COMPANY OR ORGANIZATION

Business functions, product or service the company performs, NOT the industry it targets.

- 01 ☐ Association
 02 ☐ Education/Training
 03 ☐ Computer & Software Programs
 04 ☐ Consulting
 05 ☐ Fire Service
 06 ☐ Law Enforcement

- 07 ☐ Government
 08 ☐ Public Health
 09 ☐ Military
 10 ☐ Tactical Gear
 11 ☐ Apparel
 12 ☐ Hazmat

- 13 ☐ Security
 14 ☐ Pharmaceuticals
 16 ☐ Hospital
 17 ☐ Prehospital
 15 ☐ Other (describe) _____

JOB FUNCTION

- 01 ☐ Chief Officer/Executive Management
 02 ☐ Manager/Coordinator
 03 ☐ Captains (Fire & Law)
 04 ☐ Commanders/Team Leaders

- 05 ☐ Staff
 06 ☐ Educator
 07 ☐ Doctor
 08 ☐ Line Personnel

- 10 ☐ Registered Nurse
 11 ☐ EMT/Paramedic
 09 ☐ Other (describe) _____

CONFERENCE FEES

Full conference registration types include access to all Conference Sessions, Exhibition Hall and Coffee Breaks in Exhibition Hall.

Individual Full Conference..... ☐ \$200

Association Full Conference..... ☐ \$175

Association source code _____

Association source code required to receive discount. Please contact your association for source code.

Exhibitor Full Conference ☐ \$175

Also includes Exhibition move-in, move-out, and one hour prior to exhibit hall opening each day

Single Day Registration..... ☐ \$125

☐ Wednesday, September 15th

☐ Thursday, September 16th

Exhibition Visitor..... ☐ \$15

Includes access to the Exhibition Hall only (coffee breaks included).

Pre-Conference Executive Summit

Tuesday, September 14..... ☐ \$75

Includes Continental Breakfast.

3 WAYS TO REGISTER:

1. FAX: Direct: 918-831-9161 Toll-Free (US Only): 888-299-8057
2. Website: www.takresponse.com
3. MAIL: PennWell C&E, Registration (TAK-Response), P.O. Box 973059, Dallas, TX 75397-3059

TOTAL PAYMENT DUE

Please add all selections and total here

\$

Cancellations must be received in writing by July 1, 2010, for a refund, minus a \$100 administrative charge. After July 1, 2010, refunds are not available. Substitutions may be made at any time by notifying the registration office in writing.

☐ Check enclosed (in U.S. funds only, payable to PennWell/TAK-Response)

☐ Wire transfer (information will be provided on invoice)

☐ Credit Card:

☐ Amex ☐ Visa ☐ MasterCard ☐ Discover ☐ Diners Club

Card Number: _____

Name on Card: _____

Expiration Date: _____

Signature: _____

To make your hotel reservation, contact **Preferred Convention Services**, the official TAK Response housing company. Discounted rates are available only through our office and cannot be guaranteed after **August 10, 2010**.

HOTEL INFORMATION

Please number your hotels in order of preference:

☐

CROWNE PLAZA SAN JOSE

\$109 Single/Double

****Non-Smoking Hotel****

Location: Adjacent to convention center

Airport: 5 miles (taxi or shuttle charge approximately \$15 one-way)

Hotel Services: Room Service, Restaurant, Bar, Fitness Center, Outdoor Heated Pool, Sauna

Parking: Self - \$19.00 per day

Cancellation Policy: Hotel will charge one night's room & tax for cancellations made 7 days or less prior to arrival.

☐

HILTON SAN JOSE

\$159 Single/Double

****Non-Smoking Hotel****

Location: Connected to convention center

Airport: 5 miles (taxi or shuttle charge approximately \$15 one-way)

Hotel Services: 24 Hr Room Service, Restaurant and Lounge, Fitness Center, Pool

Parking: Valet - \$24.00 per day, Self - \$19.00 per day

Cancellation Policy: Hotel will charge one night's room & tax for cancellations made 7 days or less prior to arrival.

Room tax is currently 14%.

GUEST INFORMATION

CHECK ONE: ☐ Exhibitor ☐ Attendee ☐ Other _____

Only 1 room per form. If multiple rooms are required, please make copies of this form. Room type and special requests are based on availability at the time of check-in.

ROOM TYPE DESCRIPTIONS

S= Single (1 person/1bed)

D = Double (2 people/1 bed)

D/D = Double/Double (2 people/2 beds)

H = Hospitality Suite

Room Type _____

Arrival Date _____ Departure Date _____

Guest Name _____

Sharing With _____

Special Requests:

Low Floor

☐

High Floor

☐

Early Arrival

☐

Late Departure

☐

Other: _____

5 WAYS TO RESERVE

On-line:

www.preferred1.com/reservations

Phone:

888.472.7462 (toll-free), 310.235.2647

Fax:

310.235.2648

email:

reservations@preferred1.com

Mail:

TAK Response Conference & Exhibition
1990 East Grand Avenue, Ste. 150
El Segundo, CA 90245

CONTACT INFORMATION

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

GUARANTEE INFORMATION

Reservations will be guaranteed with the credit card information provided. No advance deposits will be taken.

Credit Card Type: ☐ AMEX ☐ Visa ☐ MasterCard ☐ Discover

Credit Card # _____ Exp: _____

Cardholder: _____

Signature: _____

CANCELLATION INFORMATION

The credit card provided will be charged 1 nights room and tax if the reservation is cancelled 7 days or less from the arrival date. In addition, a \$40 processing fee will be assessed by PCS for all reservations cancelled 45 days or less from arrival.



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Conference and Exhibition Registration
PO BOX 973059
Dallas, TX 75397-3059

PLEASE INCLUDE THIS SOURCE CODE WHEN YOU REGISTER:



TAK-Response Conference & Exhibition
September 14 - 16, 2010 • San Jose Convention Center • San Jose, CA.

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Executive Director/VP
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